

MECHANICAL REQUIREMENTS

Digital Ad Materials

Provide 1/8" bleed for full page bleed ads.
Keep live matter 1/2" from trim.

Acceptable Platform/Software

Print-ready, high-resolution PDF files are preferred. Adobe Illustrator EPS files or EPS files exported from a page-layout application also are acceptable. All fonts and graphics must be outlined or embedded. Flattened files from Photoshop or other image-editing software are also accepted. These files should be 300 dpi and saved in TIFF or EPS format as CMYK (not RGB or Lab color). B&W files should be saved as Grayscale, not RGB. Line art should be saved as 1200 dpi Bitmap TIFF.

Ad Proof

Proofs are requested. **If we do not have a proof to match against, we cannot guarantee content or color accuracy.**

Change of Copy

When change of copy is not received by the publisher by the material due date for a scheduled insertion, copy and/or material from a previous issue will run.

Material Submission

Send all artwork, disks, CD- or DVD-ROMs, color proofs, and other ad materials to:

Meghan Patke

Ad Sales Coordinator
mpatke@banknews.com
800-336-1120, Ext. 7067

Please contact us if you have submission queries.

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BankNewsMediaSolutions.com

ADVERTISING RATES

California BANKER

The Magazine of the California Bankers Association

connect
with California bankers
One of the nation's largest bank markets



More than
280 banks

\$450 billion
in total assets

7,000 financial institution locations





California Banker, the official publication of the California Bankers Association, is the leading publication serving one of the nation's largest bank markets, with more than 280 banks and 7,000 branch locations.

Each issue of *California Banker*, published six times a year, provides the latest association news, updates on legislative and regulatory actions affecting the state's banking community, and special reports and features on topics essential to bank executives, including compliance, operations, business development, security and new technology.

The California Bankers Association, founded in 1891, is the voice of California bankers for legislative, regulatory and legal advocacy. The association represents banks, industrial loan companies and savings institutions. Members' specialties range from agri-business and consumer lending, to small business and international economic development.

California Banker is the most cost-effective advertising vehicle targeting the California bank market and its top decision-makers.

Circulation: 3,700

Frequency: Bi-monthly

Ad closing date: 21st of the month preceding issue date.

Ad material deadline: 28th of the month preceding issue date.

Ad Sizes	Dimensions in Inches		Rates/Frequency		
	Width	Depth	1x	3x	6x
Full page	7	× 10	\$1,945	\$1,755	\$1,560
2/3 vertical	4-1/2	× 10	\$1,560	\$1,405	\$1,245
1/2 vertical	4-1/2	× 7-1/2	\$1,265	\$1,145	\$1,015
1/2 horizontal	7	× 5	\$1,265	\$1,145	\$1,015
1/3 square	4-1/2	× 5	\$975	\$880	\$780
1/3 vertical	2-1/8	× 10	\$975	\$880	\$780
1/4 square	4-1/2	× 3-3/4	\$775	\$705	\$620
1/4 horizontal	7	× 2-1/8	\$775	\$705	\$620
1/6 vertical	2-1/8	× 5	\$585	\$525	\$470
1/6 horizontal	4-1/2	× 2-1/2	\$585	\$525	\$470
Color Rates					
Black plus one color — \$300 • Four-color process — \$800					

Trim Size: 8-1/8" × 10-7/8"

Bleed Size: 8-3/8" × 11-1/8"

Discounts

- Advertising agency: 15 percent of gross advertising rate.
- 10 percent discount to all associate members of the California Bankers Association in good standing.
- Frequency discounts cover number of insertions within 12 months of contract date.

Ad Sizes

